

South Park Stakeholders Group – District Identity & Marketing
January 10, 2018, 8:30 AM – 10:00 AM
1100 S Flower St #3400, Los Angeles, CA 90015

Committee Members/BOD: Terri Toennies (Committee Chair), Terry Rubinroit (BOD), May Chen Tham (BOD), Robin Bieker (BOD)

Staff/Contract: Ellen Riotto, Wallis Locke, Katie Kiefer

Guests: Christopher Diaz, Fatima Doo, Zack Clark, Addison Stansfield, Vince Norin, Justin Tsai, Keith Gould

TOTAL in Attendance: **14**

CALL TO ORDER Toennies called the meeting to order at 8:30 AM.

1. Public Comment / Introductions

- Attendee introductions made
- No public comments

2. Defining District Identity

- The new committee has changed to ‘District Identity & Marketing.’ This title better defines the committee. This name change was approved at the October 26, 2017 Board meeting.
- As the first meeting of the year, the discussion is focused on defining 2018’s goals and objectives.
- Establishing an identity:
 - Space activation
 - Programming
 - Physical assets
 - 1. Trash cans
 - 2. Street furniture
 - 3. Lighting
 - 4. Wayfinding
 - 5. Public art

3. Adopt Committee Mission Statement
Taken

Action

- The suggested mission was shared with attendees.
In coordination with the Infrastructure & Planning Committee and Board of Directors, the District Identity & Marketing Committee aims to develop a distinct sense of place and character in South Park through:
 - communications

- branding and marketing
- community building (ie. events, blog)
- public space activations
- and design recommendations of physical assets (ie. lighting, furniture, trash cans, etc.)

Rubinroit motions to approve the Committee Mission statement with a one minor edit, deleting “aims to” from the statement. Toennies seconds. Motion to heard and voted on at the next Board meeting.

4. Survey: Notable Projects from other Cities

- a. AlleyOop in Vancouver
 - This project is a laneway activation in an otherwise unused, traditional alleyway.
- b. City Lights in Cartagena
 - This lighting project had a participatory design focus. They created a process where the community was an integral part of the design and activation.
- c. Parking Day
 - SPBID’s first parklet opening quarter 1 of 2016. This pilot project was meant to be duplicated throughout the district.
 - Parking Day is a nation-wide event, where on a specific day in September metered parking spaces get activated in their communities. The activation only lasts several hours.
 - This project is a great way to elevate activation for one day district-wide in South Park.

5. Discussion

- a. SPBID priorities
 - Based on the conversations in today’s meeting, specific projects to prioritize include: alley activations, branding of district infrastructure and lighting
- b. Possible Funding Sources
 - Based on how priorities are set, there are various funding options SPBID will look into for each project.
- c. Next meeting

6. Regular Communications Updates

- a. South Park Stories
 - SPBID has been using the new blog platform, ‘medium,’ for the past 2-months. Readership is growing slowly.
 - South Park Stories (‘SP Stories’) will become weekly and SPBID is continuing to add topics to the 2018 list.
 - SP Stories inspiration as a blog came from SPBID wanting to identify the people behind the district. The blog is actively contributing to the identity of the district.

b. Website

- Locke has been tirelessly working on revamping SPBID's website to be more use-friendly.
- The updated menu is live. New sections and content are being built out currently.

7. Upcoming Events:

- a. Until 1/15: Bee Organic Dry Cleaners Green Carpet
- b. February TBD: Testa Green Carpet
- c. March TBD: Meet Your Neighbors Bike Ride

Next Meeting: March 14, 2018; 8:30 AM

ADJOURNMENT

Toennies adjourned the meeting at 9:58 AM.

Minutes recorded by Kiefer.